



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Anthony D. Estes
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Title : DIRECT RESPONSE E-MAIL

Art Unit : 2765
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Commissioner for Patents
Washington, D.C. 20231

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SUPPLEMENTAL RESPONSE TO ACTION DATED MAY 16, 2001

Please amend the claims as follows:

1. (Twice amended) A machine-based method comprising:
analyzing a message to derive response information concerning a commercial transaction,
the message comprising at least part of a message sent to a customer and a response of a
customer to the message, and,
based on the derived information, automatically generating commercial transaction data
in a format that is usable to automatically complete the commercial transaction,
the message and the response being entirely email-based.

3. (Amended) The method of claim 1 in which the message comprises at least part of
a message sent to a customer and responses of the customer to the message.

(Twice amended) A machine-based method comprising:

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